

## **Sample July Timeline**

### **July 4<sup>th</sup> – July 8<sup>th</sup> (Voting Week)**

***Jobs News Hook Messaging Opportunity- July 8<sup>th</sup>, June Unemployment Numbers Released***

- ✓ Post one Tweet and Facebook post per weekday
- ✓ Give a one minute speech on the floor
- ✓ Post two blog posts on your website
- ✓ Send one constituent communication (499, e-newsletter, franked mail, etc.)
- ✓ Issue statements on jobs bills after final passage

### **July 11<sup>th</sup> – 15<sup>th</sup> (Voting Week)**

- ✓ Post one Tweet and Facebook post per weekday
- ✓ Give a one minute speech on the floor
- ✓ Post two blog posts on your website
- ✓ Send one constituent communication (499, e-newsletter, franked mail, etc.)
- ✓ Issue statements on jobs bills after final passage

### **July 18<sup>th</sup> – 22<sup>nd</sup> (Constituent Work Week) \*Potential Voting Week\***

***Jobs News Hook Messaging Opportunity - July 21<sup>st</sup>, One Year Anniversary of Dodd-Frank Enactment***

***Jobs News Hook Messaging Opportunity- July 22<sup>nd</sup>, State and Regional Unemployment Numbers Released***

- ✓ Complete two local radio/TV interviews
- ✓ Deliver two jobs-related speeches to a local group
- ✓ Send one constituent communication (499, e-newsletter, franked mail, etc.)

### **July 25<sup>th</sup> – July 29<sup>th</sup> (Voting week)**

***Jobs News Hook Messaging Opportunity- Floor Consideration of Balanced Budget Amendment***

***Jobs News Hook Messaging Opportunity - July 27<sup>th</sup>, “Debt Day”***

- ✓ Post one Tweet and Facebook post per weekday
- ✓ Give a one minute speech on the floor
- ✓ Post two blog posts on your website
- ✓ Send one constituent communication (499, e-newsletter, franked mail, etc.)
- ✓ Issue statements on the jobs bills after final passage

### **Items to complete before July 31<sup>st</sup>**

- ✓ Participate in one Leadership Hour Special Order
- ✓ Publish one jobs-related op-ed in a local or regional newspaper
- ✓ Host one jobs-related district press conference
- ✓ Host one jobs forum, jobs fair, or employee town hall